CANADIAN Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

Vol. 8, No. 11 TORONTO, MARCH 10, 1943 $2.00 Per Annum

'How Green,' G. Cooper BO Best

Ten Best Pick of Pix and Stars By Exhibs and Press On Inside

The Canadian Film Weekly Poll for exhibitors and critics to determine their respective choices for the Ten Best pictures and stars is now complete and may be found on the inside pages of this issue.

Exhibitors voted "How Green Was My Valley" to be their best boxoffice picture of 1942. The film, a great story of life in a Welsh mining village years ago, had special appeal to Canadian theatre patrons, many of whom are from the British Isles. At the same time Gary Cooper was chosen by exhibitors as their best ticket seller.

Canadian critics, who did not restrict themselves to films released between November 31, 1941, and December 1, 1942, picked "Mrs. Miniver" as the best film and Greer Garson as the No. 1 star.

The various polls revealed that wartime tastes in films embraced every type from grim realism to fantasy.

Canadian Critics' Choice

Greer Garson, MGM star, was picked by Canadian motion picture critics as the best player of 1942 in the Canadian Film Weekly Poll. Miss Garson, who earned fifth place in the boxoffice poll, won the Academy Award this year.

Canadian Boxoffice Champ

Gary Cooper, star of "Sergeant York" and "Pride of the Yankees," whom Canadian exhibitors, voting in the Canadian Film Weekly boxoffice poll, named as the Dominion's best individual ticket seller of 1942.

HELP THE RED CROSS DRIVE

We are now into the second week of the great Red Cross Campaign and showmen throughout the Dominion, not yet caught up with time lost during their fine effort in behalf of Aid to Russia, have pitched in all over again with fresh enthusiasm.

The helpless, homeless, wounded and imprisoned cannot wait. There is no stoppage in their suffering. There must be no stoppage in our efforts to help them.

'Miniver', Jim Cagney, Garson Win Oscars

Greer Garson was awarded the Motion Picture Academy's statuette as the best actress of 1942 at the annual dinner in Hollywood last Thursday. Joan Fontaine, last year's prize-winner made the presentation. This year's Oscars were made of plastic and painted gold.

Miss Garson won the prize, while 1,300 movie makers bumped elbows in their applause, for her role in "Mrs. Miniver," a picture which won most of the other Oscars standing on the table in the Ambassador Hotel's Cocoanut Grove.

The film itself was judged best of 1942. William Wyler, now with the U.S. Air Force in Europe, received a prize for directing it, while Teresa Wright, who played in support of Miss Garson, took the best secondary actress plum.

(Continued on Page 2)

Irving Levine, 49, Passes in Toronto

Irving Levine, well-known Toronto basso-baritone, died in Toronto last week at the age of 49. He was with Regal's poster department at the time of his death. He had been ill for some time.

Surviving, besides his widow, are a son, Sydney, and a daughter, Roselyne.

William H. Lane Dead

William Henry Lane, sound engineer and head of the projection department of the National Film Board, died in Ottawa last week.

Theatres Unaffected By New Tax Raise

Though Finance Minister Ilsley announced that the amusement tax on night clubs and such had been raised from 20 per cent to 25, the present 20 per cent federal tax on movie admissions was allowed to remain unchanged.

Theatre men were more than pleased at this recognition that motion picture entertainment was the nation's most popular and cheapest form of entertainment, as well as the most forceful medium of instruction.

Legion of Decency Nixes 'The Outlaw'

Howard Hughes much-disputed production, "The Outlaw," which was held back a long time because of the picture's failure to draw Hays Office and other such approval, has been condemned by the American Legion of Decency.

Lieut. Paul Nathanson Posted to Ottawa

Lieut. Paul Nathanson, formerly of Odeon and Empire-Universal, has been posted to Ottawa. He's with the Directorate of Military Training and will work on instructional films.

Protect Your Week-End Dates By playing ROY ROGERS PRODUCTIONS. The King of the Cowboys latest releases are "Heart of the Golden West" and "Idaho," definite week-end money makers—and, of course, they're REPUBLIC PICTURES. (advt.)

Film Weekly Vol 8, No. 11 March 10, 1943
HYE BOSSIN, Managing Editor

Address all communications—The Managing Editor, Canadian Film Weekly, 21 Dundas Square, Toronto, Canada.

Published by Film Publications of Canada, Ltd., 5th Floor, 21 Dundas Square, Toronto, Ont., Canada. Phone ADelaide 4310. Price 5 cents each or $2.00 per year. Entered as Second Class Matter

Those Best Tens

Throughout the pages of this week's issue you'll find the results of the voting in the various polls of the Best Ten pictures and stars. They show that Canada's tastes in films are not altogether like those of our neighbors to the South—though mainly so. The choices reflect Canada's historic position in relation to our USA cousins—a position described by the fellow stuck for words as being "the same but different."

For instance, eight of the ten stars chosen by Canadian exhibitors as their best boxoffice attractions in 1942 were among those picked by American exhibitors in the Motion Picture Herald Poll of The Top Ten Moneymaking Stars. Their ratings, however, were not the same. Gary Cooper, who led the Canadian exhib poll, was third in the USA and Abbott & Costello, who led in the USA, were second in Canada.

Two of the Herald's Top Ten, James Cagney and Gene Autry, finished outside the Canadian list, though Cagney led Power, Crosby, Autry and Lamour as the runners-up. Cagney's failure to place may be in some measure due to the fact that his great picture, "Yankee Doodle Dandy," hasn't had a general Canadian release yet. There's no doubt that his work in it had much to do with his getting sixth place in the Herald Poll.

The two stars who scored in Canada's exhib poll and didn't in the Herald one were Walter Pidgeon and Bette Davis, the latter an evergreen favorite here. Pidgeon, being a Canadian, which, added to his work in "Mrs. Miniver" and "How Green Was My Valley," two pictures understandably closer to Canadian hearts, was a cinch. His many appearances here for the Victory Loan helped too.

The Critics Too

Though Canadian motion picture critics agreed with the American sizer-uppers, who declared themselves through Film Daily's USA critics' poll, on the first two pictures—"Mrs. Miniver" and "How Green Was My Valley"—the Canadian list contained but five of the ten chosen in the Film Daily poll. For the sake of comparison, here are both lists:

CANADA	USA
Mrs. Miniver	Mrs. Miniver
How Green Was My Valley	How Green Was My Valley
Sergeant York	King's Row
The Man Who Came to Dinner	Wake Island
Suspicion	Pride of the Yankees
Captains of the Clouds	The Man Who Came to Dinner
This Above All	One Foot in Heaven
Pride of the Yankees	Suspicion
Bambi	Woman of the Year
Now, Voyager	The Pied Piper

Any number of reasons, of course, can be found in the difference in tastes.

To hark back to the exhibitor poll, though Canadian theatre men voted in goodly numbers and the results can be considered reasonably accurate, it must be remembered that there were certain factors at work, the effect of which were hard to take into account. In some cases the terms may not have been generally popular and in others holdovers and long runs of pictures released late in the season may have held back complete distribution within the stipulated period, November 30, 1941, to December 1, 1942.

Don't Forget the
RED CROSS CAMPAIGN

'Miniver,' Cagney, Garson Win Oscars

(Continued from Page 1)

The photographer and the writers of "Mrs. Miniver" also won awards.

Only non-Miniver prize winners among the top-notchers were James Cagney, named best actor for his work in "Yankee Doodle Dandy," and Van Heflin, who got the statue as the best supporting actor for his role in "Johnny Eager."

Academy President Walter Wanger opened the proceedings with presentation of a flag indicating that 27,677 men from the movie industry now are in the armed services.

Then came messages from President Roosevelt, Madame Chiang Kai-shek, Secretary of the Navy Frank Knox, Secretary of Treasury Henry Morgenthau, and others.

Bob Hope made a number of the presentations.

Walt Disney got a statuette for "Der Fuehrer's Face," 1942 one-reeler hit.

Irving Berlin got a statuette for his song, "I'm Dreaming of a White Christmas."

"Moscow Strikes Back" was voted the best documentary film, and a special certificate for the best foreign picture went to Noel Coward, for the British film "In Which We Serve."

Kent, McLaughlin Score Eight of Ten

Closest to calling the critics' Ten Best in pictures were Irene Kent of the Vancouver News-Herald and Will McLaughlin of the Ottawa Journal. Both cinema inspectors called eight out of the ten winners.

New Theatre Column In Toronto Papers

A new theatre advertising column is appearing in the Toronto daily papers under the head of Allied Theatres. It publicizes attractions in about a dozen houses, all of which are members of the Independent Motion Picture Exhibitors of Ontario, some of which advertised formerly in the Associated column.

Nazis Execute Skouras' Nephew

George P. Skouras, president of the Skouras Theatres Corporation of the USA reports that his nephew, Thanos D. Skouras, 28, has been executed by German Occupation Authorities in Athens, Greece, Skouras was executed "for service performed in the interest of freedom for the subjugated Greek people," his uncle said.

Lee's Death Brings Many Regrets

The death of Arthur Lee, who was well known and highly regarded in Canada, caused many expressions of sorrow in Toronto, home of the film companies. Lee, who was killed in the crash of the Yankee Clipper, was a frequent visitor to Toronto.

At the time of his death Lee was a partner with Oscar Hanson, a life-long friend, in the Canadian franchise of Monogram, which they acquired last summer. He was 48 years old and leaves a widow, a daughter and a son.

Arthur Lee was in the film business since 1912, most of his early activities taking place in Canada. He started out by road-showing "Oliver Twist" in Canada. Later he joined the General Film Co. as head of the Montreal office, becoming in time the Dominion manager of its special feature department.

He left Canada to join the Picture Playhouse Film Co., and before he entered the American Army in 1918 was with Gaumont in the USA. In 1940, while vice-president and general manager, he resigned and formed Artlee Corporation.

Lee was responsible for bringing many British films to Canada.

Flynn Cast Again

Errol Flynn has been assigned to "To the Last Man" by Warners, which will be directed by Raoul Walsh.

THE PICK OF THE PICTURES

Canadian Film Weekly
VOICE OF THE CANADIAN MOTION PICTURE INDUSTRY

REVIEWS INFORMATION RATINGS

March 10, 1943 COAST-TO-COAST COVERAGE Vol. 8, NO. 11

'Keeper of Flame' Excellent

See Tightening Of Regulations

The agitation caused in the industry by the fight in Quebec and Manitoba over juvenile admissions, and the attention being given fire regulations by government officials and exhibitor organizations has caused showmen to check the laws that apply in every case.

Exhibitors are on the watch to see that careless employees don't overlook any rules and leave the road open for trouble. Children big for their ages must not be allowed to buy their own tickets for evening performances. The ticket must be bought by an adult, who must buy one for himself and take the youngster to his seat in the theatre.

The Motion Picture Theatres Association of Ontario, in its latest bulletin, calls attention to Section 9 of the Cinematograph Act, which states that no one under 16 years may attend any but Saturday matinee, school, public and legal holiday performances, these between 9 a.m. and 6 p.m., without being accompanied by an adult. For these a matron must be on duty at all times.

Standing room also requires close watching. A number of theatres were fined recently for infractions of the regulations.

The Ontario Motion Picture Bureau is still concerning itself with smoking restrictions.

Ontario exhibitors should make sure to get the provincial safety trailer, which proved its worth in Ottawa last week.

NFB Report Asked For in Parliament

A report on the National Film Board has been asked for in the House of Commons by Mr. Hazen. Questions asked in the report are:

1. What was the total expenditure of the National Film Board during the fiscal year ended March 31, 1942?

2. What was the total expenditure of the National Film Board during the present fiscal year to date?

3. What films have been produced by the National Film Board since March 31, 1942?

4. What was the total cost of each film?

HEPBURN-TRACEY STAR IN UNUSUAL DRAMA

"KEEPER OF THE FLAME"

REGAL — MGM

(Running Time: 100 Minutes)

Hollywood's war against Fascism, particularly since the producers took the handcuffs off the writers, has often been marked by more violence than intelligence. In the poorer cases it has taken the form of merely changing the auspices of the dastards, leaving the types and tricks the same as always. That is, the villain who used to steal valuable oil properties for his own gain now steals them for the Axis pipeline. Series sleuths have changed over to chasing Nazi spies who, for all their terrifying connections, still seem like the common and familiar type of bad guy.

KATHARINE HEPBURN
Who offers one of her finest roles

Bigger and better productions, with a few exceptions, have followed a known pattern. The best anti-Nazi film fare so far have been war films — purely physical and mainly patriotic. They are good because they exalt—but they don't teach. Perhaps now that audiences are used to the excitement, they may find a somewhat deeper kind of Fascist-fighting film more acceptable than before.

"Keeper of the Flame" is certainly a different kind of anti-Nazi film because the Americans find the searching spotlight turned on themselves. Using the American love of hero worship as its background, it subjects one of its supposed national leaders to a revealing examination with sensational results. What with so many well-known figures in the USA whose expressed opinions approximate those of Dr. Goebbels, "Keeper of the Flame" ought to make at least a few itch and leave their supporters with some new ideas.

As a drama it relies much more on the acting of Spencer Tracey and Katharine Hepburn, together with some extremely photogenic scenery, than it does on story. It is the tale of a national hero of the last war, whom one doesn't see on the screen, whose famed feeling for humanity gave way before a personal plan for power. Sometime between his beginning as a public hero and his death as a national figure his values became poisoned. In the end he is revealed for what he planned to become—a Fascist dictator of the USA.

Katharine Hepburn is his widow who tries to hide the truth only to keep a fine legend intact. Spencer Tracey is the writer who wants to do a biography of the conspirator as a great man. His search provides much mystery. Hepburn gives up her life so that Tracey may live and warn the people, after she has told him the truth and turned over documents involving others.

"Keeper of the Flame" moves at a slow pace but the acting makes up for much of the lack of movement. It has other qualities, however, such as sympathy and intensity. These keep the interest directed towards the screen at all times.

A fine cast means much to the picture.

Little Isles Of Freedom

WARNER BROS.

(Running Time: 28 Mins.)

Here is a truly splendid short, filled with quiet but deep emotion that puts a catch in the throat. It tells of the struggles of the people of France's American islands, St. Pierre and Miquelon, neighbors of Canada, to join the Free French and of their deliverance. The islanders act it and Charles Boyer voices the script by Dorothy Thompson.

West Ready For Red Cross Drive

Western film men have shown their usual enthusiasm for public service and devotion to the war effort and are already at work on the National Red Cross campaign. Working with the Mantoba Division of the Red Cross, the Western committee, which is a lively part of the Dominion structure of the Canadian Motion Picture War Services Committee, is very active in Winnipeg and the province.

Members of the National Committee of the Motion Picture War Services are R. Hurwitz and J. H. Huber, who are leading the film men in this humanitarian undertaking. Those serving with them are B. Plottel, H. Bishop, M. Heppner, B. K. Beach, S. Rosenblat, I. H. Allen and T. Pacey.

The girls at the Winnipeg Cinema Centre have formed a War Services Club and have already received pledges for $150 for the Red Cross.

News weeklies carry clips on the campaign and a Red Cross trailer is being distributed by exchanges from the six territorial distributing centres.

Col. John A. Cooper is chairman of the Motion Picture Services' part of the campaign.

British Info Office Opened in Hollywood

The British government has opened a library of information to provide technical details for British sequences, thus relieving the British Consulate of that task.

Marjorie Russell has been sent from London to take charge under the general supervision of George Archibald, director of the Films Division, British Information Service.

Inaccuracies in recent scenes have caused mild protests from British authorities.

Crescent, Toronto, To James Merlina

James Merlina, who takes turns at operating the Uptown, Orangeville, has leased the Crescent, Toronto, from Mrs. Rappaport. He'll book through EBA.

★

1942

Canadian

Exhibitors' Boxoffice Poll

BEST 10 STARS

(1)
Gary Cooper
(2)
Abbott & Costello
(3)
Walter Pidgeon
(4)
Bob Hope
(5)
Greer Garson
(6)
Bette Davis
(7)
Betty Grable
(8)
Spencer Tracey
(9)
Mickey Rooney
(10)
Clark Gable

LEADING WESTERN STAR
Gene Autry

"New Super GARDINER Projector"
With Barrel rear shutter
Has no equal for fine projection and long life.
As low as $9.00 weekly
GET OUR PRICES AND YOU WILL SURELY BUY FROM US
"YOU CAN GUESS THE REASON"

SAVE 20% OR MORE OF YOUR MONEY
ON THE BEST IN SOUND PROJECTORS AND COMPLETE THEATRE SUPPLIES
SPECIALISTS FOR 25 YEARS
ASK THE MAN WHO KNOWS US
DOMINION THEATRE EQUIPMENT CO
637 DAVIE ST VANCOUVER B C

★

Canadian Exhibitors' Poll

Ten Best Boxoffice Films of 1942

(1) HOW GREEN WAS MY VALLEY.....20th-Fox

Produced by Darryl F. Zanuck. Directed by John Ford. Screen play by Philip Dunne based on a novel by Richard Llewellyn. With Walter Pidgeon, Maureen O'Hara, Donald Crisp, Anna Lee, Roddy McDowall, John Loder, Barry Fitzgerald, Patric Knowles and Sara Allgood.

(2) CAPTAINS OF THE CLOUDS .....Warner Bros.

Directed by Michael Curtiz. Screen play by Arthur T. Horman, Richard Macauley and Norman Reilly Raine. With James Cagney, Dennis Morgan, Brenda Marshall, Alan Hale, George Tobias, Reginald Gardiner and Reginald Denny.

(3) SERGEANT YORK....Warner Bros.

Produced by Jesse L. Lasky and Hal. B. Wallis. Screen play by Abem Finkel, Harry Chandlee, Howard Koch and John Huston. With Gary Cooper, Walter Brennan, Joan Leslie, George Tobias and Stanley Ridges, A Howard Hawks production.

(4) MRS. MINIVER .....MGM

Produced by Sidney Franklin. Directed by William Wyler. Screen play by Arthur Wimperis, George Froeschel, James Hilton and Claudine West. With Greer Garson, Walter Pidgeon, Teresa Wright, Dame May Whitty, Henry Travers, Richard Ney, Christopher Severn and Rhys Williams.

(5) ABBOTT & COSTELLO FILMS .....Universal

(6) REAP THE WILD WIND..Paramount

Produced and directed by Cecil B. DeMille. Screen play by Allen LeMay, Charles Bennett and Jesse Lasky, Jr. With John Wayne, Ray Milland, Paulette Goddard, Raymond Massey, Lynne Overman, Robert Preston, Susan Hayward, Charles Bickford and Walter Hampden, Technicolor.

(x) SHORES OF TRIPOLI .....20th Century-Fox

(x Tied for 7th and 8th Places)

Produced by Darryl F. Zanuck. Directed by Bruce Humberstone. Screen play by Lamar Trotti. With John Payne, Maureen O'Hara and Randolph Scott.

(x) THE FLEET'S IN .....Paramount

(x Tied for 7th and 8th Places)

Directed by Victor Schertzinger. Screen play by Walter DeLeon, Sid Silvers and Ralph Spence. With Dorothy Lamour, William Holden, Eddie Bracken, Betty Hutton, Cass Daley, Gil Lamb and Leif Erickson.

(9) KING'S ROW .....Warner Bros.

Directed by Sam Wood. Screen play by Casey Robinson. With Ann Sheridan, Robert Cummings, Ronald Reagan, Betty Field, Charles Coburn, Claude Rains, Judith Anderson, Nancy Coleman, Kaaren Verne, Maria Ouspenskaya and Harry Davenport.

(10) HOLIDAY INN .....Paramount

A Mark Sandrich production. Screen play by Claude Binyon. Lyrics and music by Irving Berlin. With Bing Crosby, Fred Astaire, Marjorie Reynolds, Virginia Dale and Walter Abel.

LEADING WESTERN FILMS

GENE AUTRY .....Republic

★

Studio Score

Canadian 1942 Exhibitors' Poll Best 10 Films

PARAMOUNT 3
Reap the Wild Wind
The Fleet's In
Holiday Inn

WARNER BROS. 3
Captains of the Clouds
Sergeant York
King's Row

20th CENTURY-FOX 2
How Green Was My Valley
Shores of Tripoli

MGM 1
Mrs. Miniver

UNIVERSAL 1
Abbott and Costello Films

Follow This Red Cross Campaign

Managers in need of something like a planned campaign to help the Red Cross drive might very well follow that of Jack Wellard, who handles the Strand and Royal, Parry Sound, Ont. He is directing the local publicity campaign.

scenes and wording urging the people to help. Red Cross bundles displayed in prominent spots.

Radio. Spot announcements regularly and five-minute speeches after each news broadcast. If you have a radio program from the stage give it a Red Cross charac- of life in a Welsh mining village

Theatre. Special industry trailer.

ers and a Red Cross quiz kids contest from the stage.

Newspapers. Boost campaign in ad and readers.

Special Events. Bingos, movie dance to musical reels, etc., prizes donated by merchants.

Lazarus Heads UA Ad and Pub Dept.

Paul N. Lazarus has succeeded David E. "Skip" Welsh as advertising and publicity chief of the United Artists' organization, it has been announced by Gradwell L. Sears. He left Warners to take a post with a private motion picture ad agency last year. He's vice-prexy of Ampa.

★

Studio Score

Canadian 1942 Critics' Poll Best Ten Films

WARNER BROS. 4
Sergeant York
The Man Who Came to Dinner
Captains of the Clouds
Now, Voyager

RKO-RADIO 3
Pride of the Yankees
Suspicion
Bambi

20th CENTURY-FOX 2
How Green Was My Valley
This Above All

MGM 1
Mrs. Miniver

M. H. Thomas Passes In San Diego, Calif.

H. M. Thomas, formerly of Toronto, who supervised theatre construction at Famous Players for many years, passed away at his home in San Diego, California, last week. He leaves his wife, the former Leila Louise Auger of Toronto.

Mr. Thomas left Famous Players about ten years ago and moved to San Diego, where he operated the Ramona Theatre. He came to Toronto about 20 years ago, leaving the picture business in Omaha and Des Moines.

★

Canadian Critics' Poll

Ten Best Films of 1942

(1) **MRS. MINIVER** ..... *MGM*

(2) **HOW GREEN WAS MY VALLEY** *20th-Fox*

(x) **SERGEANT YORK** .... *Warner Bros.*
(x Tied for 3rd and 4th Places)

(x) **THE MAN WHO CAME TO DINNER** ..... *Warner Bros.*
(x Tied for 3rd and 4th Places)

(5) **SUSPICION** ..... *RKO-Radio*

(x) **CAPTAINS OF THE CLOUDS** ..... *Warner Bros.*
(x Tied for 6th and 7th Places)

(x) **THIS ABOVE ALL** *20th-Fox*
(x Tied for 6th and 7th Places)

(x) **PRIDE OF THE YANKEES** ..... *RKO-Radio*
(x Tied for 8th, 9th and 10th Places)

(x) **BAMBI** ..... *RKO-Radio*
(x Tied for 8th, 9th and 10th Places)

(x) **NOW, VOYAGER** ..... *Warner Bros.*
(x Tied for 8th, 9th and 10th Places)

★

1942 Canadian Exhibitors' Boxoffice Poll

BEST 10 STARS

(1)
Greer Garson
(2 & 3—Tie)
Walter Pidgeon
Bette Davis
(4)
Gary Cooper
(5)
Joan Fontaine
(6)
Spencer Tracey
(7)
Monty Woolley
(8)
Rosalind Russell
(9 & 10—Tie)
James Cagney
Katharine Hepburn
Teresa Wright

Freeman Heads Producers

Y. Frank Freeman of Paramount was re-elected president of the Association of Motion Picture Producers for a third term. Others returned to office were Edward J. Mannix, C. Work and F. Beetson.

CONSERVE YOUR EQUIPMENT with Regular Service!

The benefits of regular service for Theatre Sound Equipment have always been recognized — but today, when parts are scarce and skilled manpower is at a premium, regular service is more important than ever for the successful operation of your theatre.

Dominion Sound Equipments LIMITED
Head Office: 1620 Notre Dame Street West, Montreal
Branches at: HALIFAX TORONTO WINNIPEG REGINA CALGARY VANCOUVER

MONOGRAM PC PICTURES

OF CANADA LTD.

277 Victoria St.
Toronto

The fastest growing company in the business

NOW READY
FOR YOUR THEATRE

The boxoffice hit of the year

Silver Skates

All critics acclaim
SILVER SKATES
Tops of Ice Revues

All-Star Cast:
Kenny Baker
Belita
Frick and Frack
Eugene Turner
Patricia Morison
Irene Dare
Danny Shaw
Ted Fio Rita's Orch.

Booked by
Famous Players' Circuit
Odeon Circuit
And all leading theatres

For genuine entertainment
BOOK

Rhythm Parade

— Coming —

Prison Mutiny

It Proves Something or Other

None knows better than the prospector the gypsy lure that begins by imprisoning a man's imagination in a web of gold.

Desert rat or mountain goat, his eyes are blinded by its bright rays and all his days he remains a prisoner of tomorrow's hoped-for bonanza. He may leave his life in some lonely spot, for once bitten, never cured. There is a tale about this.

A prospector died and came to the Pearly Gates. When St. Peter saw the pack and buckskin shirt he shut the gates quickly.

"Sorry," he said. "We're not allowing any more prospectors in. We've got five hundred here now. They sit, smoke, chew and jaw all day. Heaven's a mess."

The prospector pleaded but it was no use. "Wait a minute," spoke the applicant. "I'll make a bargain with you, St. Peter. If I get them out can I stay?"

"Sure thing," said St. Peter, "and a bargain it'll be, too!"

The prospector was admitted. The rest welcomed him. They asked him questions about himself.

"Me?" said the prospector. "I'm not staying. I just dropped in to say hello. Just came from Hell—been prospecting there. You never saw such gold ore. It's all over the place!"

In five minutes the rest had gone. St. Peter came to thank the prospector and found him getting ready to leave.

"I thought you wanted to stay here?" spoke St. Peter.

"Well, you know, St. Peter," said the prospector sheepishly, "there might be something in that story!"

* * *

Get Set for the Hopera

Busiest man On the Square lately is Charlie Mavety, who is performing a labor of great love for his favorite interest, the Canadian Picture Pioneers. Charlie has been trooping in and out of the district's haunts and places of work putting up placards for the coming First Annual Ball of the Pioneers on March 23rd. The shin-den for the occasion is the Royal York Hotel. Charlie is selling tickets too, as well as spreading the good word. The proceeds of the draw for prizes and the sale of tickets go to the Pioneers Benevolent Fund and the entire local industry will be on hand.

Theatre Man to Marry

BOB BEREZIN

MISS TAMMY POLLOCK

Bob Berezin, popular manager of the Marks Theatre, Oshawa, Ontario, will be married to Miss Tammy Pollock of Ottawa on March 21st, the first day of Spring. In the Spring a young man's fancy. . . .

FOR "Who Done It" Max Phillips, Regent, Sudbury, used a figure cutout 5 ft. tall of Abbott & Costello. This was placed in the lobby three weeks in advance and, during the run of the picture, this was set on the front of the entrance doors. Copy carried personal greetings from the stars to the pedestrian traffic.

Another cut used on this program was one of a baby boy hanging up his shorts on a clothes line. This was to advertise the "Shorts" on the program. Copy read "The Regent's selection of "Shorts" as usual outstrips the field."

We might add here that Shorts today are an important factor in building up your program.

* * *

PRESTON SALTER, Community, Hamilton, is concentrating on "Revivals." He calls his theatre, "The House of Old Hits" and gets many phone calls as to when certain old favorites are coming.

Another idea of Preston's was to contact the officers of the Army Trade School, to whom he issued a few passes to be given to the boys for good behavior; with these he left his program of monthly hits.

He next contacted the hostesses in charge of the canteen and they have undertaken to direct the newcomers to the Community Theatre.

* * *

FOR "Mrs. Miniver," Mel Stevens, Granada, Dunnville, had copies printed of the sermon given by the Vicar in the picture. He sent these to every minister in town, who showed their appreciation by reading same to their respective congregations.

* * *

AL PERLY, Midtown, Toronto, secured a Panther pelt from the Royal Ontario Museum and displayed this in the boxoffice under an eerie green light. A large cutout of a gruesome-looking cat was placed to one side. The feature was "The Cat People."

* * *

JACK ALEXANDER, Brock, Toronto, pulled an original stunt last week. He had a man dressed up as an old farmer, carrying a basket of groceries and travelling on the street cars that led to the Brock theatre. A big sign in the form of a book was carried and the farmer continually read aloud from the book the attractions currently playing at the Brock theatre.

One of the truly Great Pictures of our Time!

BREAKS A TWO YEAR ATTENDANCE RECORD IN TORONTO!

The only person who betrayed him was the woman who loved him most.

Who was the "Scarlet Pimpernel"?

He mocked death to win the woman who betrayed him.

What was his strange power?

BOOK IT NOW FOR

Big Profits

A Sure-Fire Boxoffice Attraction

WATCH FOR OTHER OUTSTANDING HITS FROM

Producers Releasing Corporation

EXECUTIVE OFFICES
277 VICTORIA ST. TORONTO

now is the time for all good showmen to come to the aid of the red cross now is the time for all good showmen to come to the aid of the red cross now is the time for all good showmen to come to the aid of the red cross